



H. Wayne Huizenga College of
Business and Entrepreneurship

MKT 3060 - Consumer Behavior

I. Course Information

Course: MKT 3060 - Consumer Behavior

Semester Credit Hours: 3.0

Course CRN and Section: 20462 - 6W1

Semester and Year: Fall 2017

Course Start and End Dates: 10/16/2017 - 12/10/2017

II. Instructor Information

Professor: Robert Thomas Deer

Email:

III. Class Schedule and Location

Day	Date	Time	Location	Building/Room
	10/16/2017 - 12/10/2017		On-line Course	-

IV. Course Description

This course introduces students to marketing concepts and theories developed in the behavioral and economic sciences (cultural anthropology, psychology, social-psychology, and sociology) as they relate to consumer and business markets. Students will examine models of consumer behavior and organizational buying. They will learn how these behaviors are influenced by principles of learning, motivation, personality, perception, and group influence. Frameworks of consumer and buyer behavior are discussed in the context of advertising/promotion, product management, and the development of effective marketing strategies.

Prerequisite: MKT 3050. Frequency: Every Fall and Winter.

V. Course Objectives / Learning Outcomes

- 1) Explore the fundamental buyer behavior concepts in both theory and empirical research.
- 2) Apply buyer behavior concepts to real-world strategic marketing management decision making.
- 3) Integrate buyer behavior knowledge in the marketplace to become a better consumer via heightened self-consciousness of the forces at work (both internally and externally) whenever you are engaged in the marketplace.
- 4) Explore the literature and other information sources on buyer behavior.
- 5) Discuss the social and psychological influences on our everyday lives.

The course syllabus covers various aspects of the buyer decision making process applicable to consumers and organizational buying centers. Students will learn how these behaviors are influenced by principles of learning, motivation, personality, perception, and group influence. Frameworks of consumer and business-to-business buyer behavior are discussed as the backbone of later marketing courses. For example, we will consider issues such as behavioral approaches to market segmentation, customer value creation, internet marketing from the context of both the consumer and organizational buying centers.

This class will consist of lectures and exercises, examinations, and relevant projects. In order that class

time will be most meaningful, students are encouraged to read class assignments and prepare for the class meeting before arriving in the classroom.

Upon completion of this course students should be able to:

- 1) Recognize the fundamental consumer behavior concepts in both theory and empirical research.
- 2) Identify ethical issues relating to consumer behavior research and practice in the marketing environment.
- 3) Apply consumer behavior concepts to analyze cases and problems.
- 4) Develop marketing strategies using critical analysis of consumer behavior information/data.
- 5) Discuss, integrate, apply and present consumer behavior concepts.

VI. Materials and Resources

Book Url: [NSU Book Store](#)

Course Required Texts and Materials:

CB7 - 7.Edition - 2015 Barry J. Babin & Eric Harris Thomson Learning ISBN: **978-1305403222**

Course Supplemental Materials:

APA Manual

The APA Manual 5th Edition is a recommended textbook for all courses. NSU Bookstore Textbooks and Case Studies may be purchased from the NSU Bookstore (located in the University Park Plaza) by calling 1-800-509-2665 or online at <http://www.nsubooks.bkstore.com>

The NSU libraries comprise the Alvin Sherman Library, Research, and Information Technology Center, East Campus Branch Library, Health Professions Division Library, Law Library and Technology Center, North Miami Beach Branch Library, University School Library Media Centers, and the William S. Richardson Ocean Science Library. Students are strongly encouraged to visit one of the physical locations and/or take advantage of the vast electronic library available for research. For more information, please visit <http://www.nova.edu/library>.

Please note that all required and recommended materials should be referenced in APA style.

VII. Course Schedule and Topic Outline

Course Schedule:

MKT 3060 – Consumer Behavior Schedule

	Class	Read (before class)	Assignment
Week 1		Welcome! Chapters 1-2	Teams assigned to projects
Week 2		Chapters 3-4	
Week 3		Chapters 5-6	Chapter Case CB In The News Presentations
Week 4		Chapters 7-8	Midterm exam (Chapters 1-6) CB in the News Presentations

Week 5		Chapters 9-11	Solo Project CB In The News Presentations Professor approves group project ideas
Week 6		Chapters 12-13	CB In The News Presentations
Week 7		Chapter 14	CB In The News Presentations Group Project and Group Presentations
Week 8			Final Exam (Ch 7-10, 12-14)

Topic Outline: Week 1 :Introduction, Syllabus, Consumer Behavior and Value - Critical thinking & Perspective

Week 2: Consumer Research - Consumer Learning: Perception, Consumer Learning: Memory - Consumer Motivation and Emotion

Week 3: Attitudes and Attitude Change, Personality and Consumer Lifestyles - Construction of The Self

Week 4: Group and Interpersonal Influence, Culture

Week 5: Consumer Culture and Globalization

Week 6: Microcultures, Social Stratification

Week 7: Consumer Decision Making, Value and Satisfaction

VIII. Assignments

The assignments for the course include a solo project, a group project, a midterm exam, a final exam, class participation and individual assignments such as a chapter case and consumer behavior in the news presentation. Further instructions and details on each assignment can be found on BB.

Deliverable & % of Grade	Date Due	% of grade
Chapter case	Week 3	4%
Midterm Exam Multiple Choice	Week 4	25%
Final Exam Multiple Choice	Week 8	20%
Essays Midterm Exam	Week 4	3%
Essays Final Exam	Week 8	3%
Class participation	Weekly	10%
Solo Project	Week 5	10%
Group Project and Presentation	Week 7	20%
Consumer Behavior In The News	Weeks 3,4,5 or 6	5%
Total		100%

Group Project and Presentation: At the start of the course, you must join (or ask to be assigned to) a 3 or 4-member group. Group members will be required to work together during the semester to complete a consumer behavior research project. Each group will also make a power point of their group project summarizing their purpose and main findings of the project and submit in with the written project under the Assignments link before the 7th week of class. Each group will present their project to the class during the last 2 weeks of class. Every member of the group must speak. The total presentation should be 10-12 minutes. The full project-related assignments and rubrics are described in more detail under 'assignments' in Blackboard.

Individual assignments:

There will be several individual assignments that relate to course material and discussion. Please see schedule of assignments for descriptions and due dates.

IX. Assessments

There will be both a Midterm and a Final Examination for this course. The exam format will consist of a combination of multiple choice, true/false questions and short essays. Students are expected to read and study all textbook chapters and other assigned materials on a weekly basis. The professor will introduce supplementary material through PowerPoint slides, articles, and/or business videos. Exams may cover any and all information from specified textbook chapters and any other material discussed or presented.

X. Grading Criteria

Undergraduate Grading Criteria:

Percentage	Letter Grade	Description	GPA Equivalent
95 - 100	A	Excellent	4.0
90 – 95	A-		3.7
87 - 90	B+		3.3
83 – 87	B	Good	3.0
80 – 83	B-		2.7
77 – 80	C+		2.3
72 – 77	C	Satisfactory	2.0
70 - 72	C-		1.7
68 - 70	D+		1.3
60 - 68	D		1.0
<60	F	Failure	0.0
No rounding of scores.			

XI. Course Policies

Assignments, schedules, supplemental materials, grades, and all other class information is located on Blackboard. Use of Blackboard is mandatory for this course. Assignments and announcements will be posted regularly, so please check Blackboard daily. You are responsible for information and assignments posted on Blackboard. The instructor has put a lot of time into developing directions and rubrics. Please review these in detail. Grades will be updated regularly throughout the session, so students can monitor performance throughout class.

General Policy: Late submission of assignments will not be accepted unless by prior arrangement and

permission from the instructor.

XII. University Policies

Academic Integrity

The university is an academic community and expects its students to manifest a commitment to academic integrity through rigid observance of standards for academic honesty. The university can function properly only when its members adhere to clearly established goals and values. Accordingly, the academic standards are designed to ensure that the principles of academic honesty are upheld.

The following acts violate the academic honesty standards:

- Cheating — intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise.
- Fabrication — intentional and unauthorized falsification or invention of any information or citation in an academic exercise.
- Facilitating Academic Dishonesty — intentionally or knowingly helping or attempting to help another to violate any provision of this code.
- Plagiarism — the adoption or reproduction of ideas, words, or statements of another person as one's own without proper acknowledgment.

Students are expected to submit tests and assignments that they have completed without aid or assistance from other sources. Using sources to provide information without giving credit to the original source is dishonest. Students should avoid any impropriety or the appearance thereof in taking examinations or completing work in pursuance of their educational goals.

In support of the Code of Student Conduct, any violations of the Code of Student Conduct and Academic Responsibility and/or university policies and procedures may result in disciplinary action and/or criminal prosecution. Disciplinary action may include, but not limited to, failing the assignment and/or the entire course, academic probation, suspension, or expulsion and are administered initially by the faculty member, who is required to report any incident of misconduct to their department chair and the Office of the Assistant Dean. This code seeks to promote high standards of behavior and academic integrity by setting forth the responsibilities of students as members of the university community. Abiding by the code ensures a climate wherein all members of the university community can exercise their rights of membership.

If students have questions about what constitutes academic misconduct before turning in an assignment, they should see their Instructor or the NSU Student Handbook

Accommodations for Students with Documented Disabilities: For more information about ADA policy, services, and procedures, students may contact the Office of Student Disability Services at 954-262-7189. Each student with a disability should contact the Office of Student Disability Services prior to the commencement of classes to discuss his or her needs.

Last Day to Withdraw: To withdraw from a course, it is not sufficient simply to stop attending class or to inform the instructor of your intention to withdraw. In accordance with college policy, contact your academic advisor to begin the withdrawal process. The last day to withdraw from a course is detailed on the applicable Academic Calendar.

Email Policy: All email communications between students and faculty must be conducted via NSU email accounts. This requirement will assist NSU in communicating more effectively and protecting your privacy. Emails sent to faculty from non-NSU accounts will be returned to the sender with instructions to resend the communication from your NSU account. To set up an NSU email account or to get help with an existing account, visit the Computing Help Desk. You may also call the Help Desk at (954) 262-HELP or 1-800-541-6682, ext. HELP (4357).

Student Course Evaluations: Student comment and feedback evaluating each college class is an important tool to evaluate program effectiveness. Participation in this process is a responsibility of each student. The university uses electronic evaluations that are completed online. It is important to the faculty and administration that students complete the online evaluation of each course. Students will be notified via NSU email accounts when the evaluation web link is opened (approximately the next-to-last week of the course). At the completion of the term and after instructors submit grades, instructors will receive an anonymous summary of the entire class's evaluation. Student names or ID numbers cannot be identified.

Library Resources: Students conducting research for class assignments may use the Alvin Sherman Library, which provides extensive access to print and electronic books and academic/scholarly journals and

hundreds of databases in a variety of subject areas with full-text articles, videos, reference books, statistics, company profiles, and general news. Reference librarians are available in person at the Reference Desk as well as by phone (954-262-4613), email, chat, text, and individual appointment to provide instruction on how to identify and use library resources. For times and details, visit the library's Ask a Librarian webpage. Library Guides and Tutorials are also available online.

Student Success: All undergraduate students and faculty are encouraged to utilize the Office of Undergraduate Student Success to locate information about university-wide resources designed to promote student success.

Sample of Cover Page to be Used for All Assignments

Nova Southeastern University

H. Wayne Huizenga College of Business and Entrepreneurship

Assignment for Course: (Course number and title)

Submitted to: (Professor's name)

Submitted by: (Student's name)
(Student's ID number)
(Address)
(Work phone number)
(Home phone number)

Date of Submission:

Title of Assignment:

CERTIFICATION OF AUTHORSHIP: I certify that I am the author of this paper and that any assistance I received in its preparation is fully acknowledge and disclosed in the paper. I have also cited any sources from which I used data, ideas of words, whether quoted directly or paraphrased. I also certify that this paper was prepared by me specifically for this course.

Student Signature: _____

Instructor's Grade on Assignment:

Instructor's Comments: